



Disability Mentoring Day  
October 15, 2008

Final Report

*Compiled & Submitted by:*

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Florida High School/High Tech Assistant Program Manager



Because People Want to Work

## Introduction

Florida Disability Mentoring Day (DMD) is part of a national, broad-based effort, supported by a community of business leaders, volunteers and citizens with disabilities. DMD promotes career development for students and job seekers with disabilities through hands-on career exploration, job shadowing and internships. DMD is an annual event that takes place on the third Wednesday of October in conjunction with Disability Employment Awareness Month. Participating students and job seekers have the opportunity to visit an employer mentor's job site and learn about his or her day-to-day job experiences in an effort to better prepare themselves and sharpen their skills for that particular career path.

## 2008 Florida Statewide Planning Committee

Disability Mentoring Day is sponsored nationally by the American Association of People with Disabilities. It is organized by a collaborative partnership of The Able Trust/Florida Governor's Alliance for the Employment of Citizens with Disabilities (FGA), the Division of Vocational Rehabilitation and other statewide partners. The committee provides support to Community Liaisons across the state who coordinate the local matchmaking experience between mentors and mentees.

The Florida Statewide Planning Committee works on DMD throughout the entire year. Its responsibilities include:

- Raising sponsorship dollars to underwrite statewide DMD activities,
- Recruiting and updating Community Liaisons with toolkits, conference calls and email correspondence,
- Developing support materials for Community Liaisons, such as mentor/mentee recruitment brochures, save the date postcards, sample applications and website,
- Coordinating promotions through radio, television and print media activities,
- Recruiting statewide business partnerships for mentor recruitment,
- Planning and organizing a statewide DMD kickoff event, and
- Creating mentor and mentee recognition materials

The 2008 Florida Statewide Planning Committee:

Susanne Homant, CEO, The Able Trust

Sally Ash, The Able Trust

Dr. JR Harding, Division of Vocational Rehabilitation

Rachel Smith, Division of Vocational Rehabilitation

Melanie Mowry-Etters, The Agency for Persons with Disabilities

Paula Roberts, The Advocacy Center for Persons with Disabilities

John Irvine, Commission for Transportation Disadvantaged

Paul Martell, Volunteer Florida

Amy Albee, Florida Department of Education, Division of Community Colleges

Stacia Woolverton, Governor's Commission on Disabilities

Nanette Schimpf, Moore Communications, Inc.

Kim Fitzhugh, Clear Channel Radio

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Florida Statewide Planning Committee Headquarters

The Able Trust

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### Local Community Liaisons

Community Liaisons facilitate matching experiences between mentees with disabilities and business mentors. These experiences may include One-On-One Job Shadowing activities, which individually pairs a mentee with a workplace mentor to learn more about a typical day on the job and how to prepare for that particular career, or Group Visits to Worksites, in which mentees tour a workplace or meet with various employees on the job and learn first hand about different types of jobs and related opportunities within that career field. In addition, DMD activities may also take place at career fair settings, and at job fairs or employment skills workshops.

The principal eligibility requirement for becoming a Community Liaison is being affiliated with a local organization that supports DMD. Individuals that do not represent an organization that is not confirmed by the Florida Committee nor AAPD may not serve as a Community Liaison (based on experience that organizational backing makes a significant difference in enabling individuals to fulfill the responsibilities.) Community Liaisons have included High School/High Tech project site directors, staff members of nonprofit and state agencies that serve people with disabilities (such as APD, DVR, etc.), school district transition specialists, Workforce staff members, disability advocates as well as private sector employers.

High School/High Tech (HS/HT) is a transition program that provides high school students with disabilities the opportunity to explore career options in the fields of science, math, engineering and technology. HS/HT partners with companies to provide students with corporate site visits, career shadowing, summer internships and part-time employment opportunities. This year, HS/HT coordinators were invited to participate in DMD 2008. In doing so, nearly 1,000 HS/HT students participated in DMD throughout the state of Florida.

### 2008 Community Liaisons Represented the Following Florida Counties (47)

Alachua	Manatee
Baker	Marion
Bay	Martin
Bradford	Miami-Dade
Brevard	Nassau
Broward	Okaloosa
Charlotte	Orange
Clay	Osceola
Columbia	Palm Beach
Dixie	Pasco
Duval	Pinellas
Escambia	Polk
Flagler	Putnam
Gadsden	Santa Rosa
Gulf	Sarasota
Gilchrist	St. Johns
Hamilton	St. Lucie
Highlands	Sumter
Hillsborough	Suwannee
Lafayette	Union
Lee	Volusia
Leon	Wakulla
Levy	Walton
Madison	

### Local Committees

**Ninety percent** of the counties participating in Florida DMD had local organizing committees made up of representatives from consumer organizations of people with disabilities. **Sixty-five percent** of participating counties involved a HS/HT program representative on their committee. **Nearly 10 percent** of the local organizing committee members were employees of the Florida Division of Vocational Rehabilitation and **15 percent** of local committee members were employees of the Agency for Persons with Disabilities. Other agencies involved included school district representatives, employers and employment agencies, Workforce representatives, ARC, DBS, as well as others. These committee members worked together to pool resources for mentees, recruit mentors, promote DMD activities and host successful kickoff events.

As a function of the local committees, **one-third** of the community liaison committees hosted local DMD kickoff events, which included spokespersons made up of political dignitaries, including Mayors, School Board Representatives, and Commissioners of the following counties: Volusia, Polk, Palm Beach, Okaloosa, Hillsborough, Columbia, Duval, and Broward.

DMD local kick-off events also featured past employers, students, parents, and other noteworthy attendees. Many liaisons also hosted kickoff breakfasts or luncheons that served as an orientation and information sharing time for DMD employers and/or mentees. Some of the Community Liaison respondents reported that these kick-off events incorporated sponsored catering by Darden Restaurants (Red Lobster and Olive Garden), Publix Super Markets, Inc. , Winn Dixie and Walmart Stores.

Year after year, results have shown that the teaming of local committees can indeed enhance the success of DMD. It allows for greater strategies to recruit while engaging and matching mentees and mentors. It also provides structure and allows for activities to operate more efficiently.

#### Community Liaison Contest

With the assistance of Dr. JR Harding of Vocational Rehabilitation, The Able Trust sponsored a contest among Community Liaisons to encourage liaison mentors and mentees recruitment. The state was divided into a three divisions based on population size: small, medium and large sized-markets. Under these categories, Community Liaisons competed on recruitment activities with other liaisons from similar populations to secure the highest numbers of mentee and mentor participants in their market. There were three winners in each of these markets. Each Community Liaison received prize packages, which consisted of resort accommodations and dining vouchers for attractive locales across the state. **Orange County, Hillsborough County and Broward County** matched the most mentees and mentors in the *large market* division; **Palm Beach County, Escambia/Santa Rosa County(s), and Duval/Clay/St. Johns County(s)** matched the most mentees and mentors in the *medium market* division; and **Osceola County, Okaloosa/Walton County(s), and Madison County** matched the most mentees and mentors in the *small market* division. All of the winners coordinated local organizing committees to facilitate DMD activities in their area.

#### Mentee Participation

More than **2,100** mentees participated in Disability Mentoring Day (DMD) 2008. High school students, college students and adult job seekers all had the opportunity to participate in DMD through the matchmaking support of local Community Liaisons. The following numbers represent reports provided by **28** Community Liaisons. Additional figures were gathered through email and phone surveys conducted by staff members of The Able Trust.

- **1,535** high school students with disabilities
- **82** college students with disabilities
- **523** adult job seekers and students from other sectors such as vocational trades programs

#### Mentor Participation

Approximately **958** mentors supported DMD activities in 2008 by providing one-on-one job shadowing, group shadowing, or speaking at a workshop for mentees. (This is more than double the amount of employer mentors who participated in DMD 2007!) Mentors representing the following industries supported statewide DMD efforts:

- Education (teachers, school administrators, university/community college staff, athletic department)
- Technology (computer technicians, website designers, network administrators)
- Media (print, broadcast news, radio, production)
- Law (state attorneys, judges, paralegals, court reporters)
- Banking, Insurance and Finance (customer service, tellers, executives, i.e. SunTrust Bank)
- Nonprofit (advocacy, service providers, executives)
- Government (State agencies & management services, Corrections, Agency for Persons with Disabilities, Fish & Wildlife, Governor/Lt. Governor; City/County employees)
- Interior Design & Home furnishings (i.e. Home Depot)
- Healthcare (hospital, nursing)
- Veterinarians

- Space industry (Florida Space Authority, NASA/Kennedy Space Center)
- Hospitality (hotels, Walt Disney World, i.e. IHG)
- Food Service (i.e. Darden Restaurants)
- Automotive and mechanics; other vocational trades
- Retail (Walmart Stores)
- Food Retail (Publix Super Markets, Winn Dixie Supermarkets)

#### Feedback

Testimonials were gathered about the DMD experience from Community Liaisons, mentors and mentees. A snapshot of the assurances of DMD participation is provided below.

#### **Mentor Feedback**

**“This is the first year for the [DMD] program here, and it was a good experience for the students as well as the staff. It’s refreshing having young minds asking questions, and it was nice to have the staff explain about their jobs.” (Jamie White, Practice Manager at Animal Medical Clinic in Orlando)**

**“Alyssa participated in a day of mentoring activities along with the marketing team at Infinity Software Development, Inc. She was attentive to our lessons and displayed enthusiasm for participating directly in the process. She displayed a passion for creative work. I feel these qualities will serve her well in her future endeavors.” (Director of Marketing for Infinity Software Development, Inc., Leon County)**

**“One college student job shadowed at Goodwill PR/Marketing Dept. This HS/HT Alumni, in her senior year at FGCU, is majoring in Communications. Following DMD, the Goodwill PR/Marketing Dept will now provide 2009 Summer Internship for the student! Upon graduating from college, she wants to pursue career in this field. Goodwill is planning to assist her in this process.” (Lee County DMD Community Liaison)**

**“Greathouse Butterfly Farm was honored to host several individuals in accord with the State of Florida’s DMD day. We were happy to have a couple of mentees join us for job shadowing and several others were able to take a group tour of our facility. I was amazed at the level of interest and desire to assist exhibited by those who were participating in the job shadowing experience. Both participants displayed a genuine interest in learning so as to help with the tasks our employees were charged with completing. I was also impressed at the level of attentiveness displayed and how seriously each person took the opportunity. I was touched by how thankful they both were for the opportunity and experience before them. I am very much interested in receiving more information about the employment opportunities through this organization and I would recommend hosting a group or an individual or two to any employer who might be looking for staff with enthusiasm, interest, desire and willingness to assist. The experience from our perspective was enlightening, encouraging, uplifting and definitely beneficial and I am grateful for it. Thank you!” (Renee Cooke, General Manager, Greathouse Butterfly Farm, Alachua County)**

**“Max was offered an internship position for the upcoming summer at the Office of the State Attorney in the Witness Management department.” (Levy County DMD Community Liaison)**

**“Brian is a return mentee. Following his first DMD experience, he was able to have a summer internship with the company. He served as a great asset as he was able to create a marketing strategy for them with MySpace and Facebook. He also taught the staff how to make changes to these online resources.” (Escambia County DMD Community Liaison, reporting comments from employer mentors at Appetite for Life in Pensacola)**

#### **Mentee Feedback**

**“I learned a lot today, I want to get a job and now I know how to do applications.” (DMD Mentee from Madison County)**

**“Many of our students told me that they were so excited to have the opportunity to talk with a variety of businesses. Some mentees signed up with the business representatives for one-on-one mentoring following the career fair!” (Duval/Clay/St. Johns DMD Community Liaison April Baker)**

**“Thank you for helping us** and giving us the opportunity to practice different jobs at Haines City Publix. I enjoyed working in the produce department and deli most of all.” **(Candace, a Polk County DMD jobseeker/mentee)**

**“A few of our student mentees have remained in contact with their mentors** and will hopefully continue their mentoring relationships. One student has an excellent recommendation letter from her mentor.” **(Tallahassee/Leon County DMD Community Liaison)**

**“Our student Tiffany loves to work with children,** and she job-shadowed at TLC (a local voluntary foster home). This has turned into weekly volunteering/job shadowing opportunity for this student!” **(Lee County DMD Community Liaison)**

**“Thank you for letting me come to Publix to try some jobs.** I enjoyed the bakery; it was fun to frost the cupcakes!” **(Heather, a DMD jobseeker/mentee from Polk County)**

#### DMD Workplace Activities

Workplace activities for Disability Mentoring Day 2008 included one-on-one job shadowing activities and group site visits to various organizations, which depended primarily on the number of mentees that participated, the type of business being shadowed or the transportation available within the local area. In addition, local committees were encouraged to attend or organize career or job fairs, workshops and mock interview sessions by inviting employer mentors to gather for informational workshops and employment-based informational sessions offered to mentees. Below are the shadowing activities that were reported by local Community Liaisons. Most respondents reported providing more than one type of activity during October/DMD:

**89 %** of responding Community Liaisons provided **one-to-one mentee/mentor matching** on DMD.

**68 %** of respondents provided **group shadowing** activities on DMD.

**50%** of respondents provided **employability workshops** and/or other activities on DMD.

**43%** of respondents either **hosted or attended a career or job fair** with their DMD mentees.

**36%** of respondents either **hosted or attended a kickoff/awards event** with their DMD mentees.

#### Ongoing Mentoring Activities

This year, many workplace mentors expressed the desire to not only participate in Disability Mentoring Day 2009; but to maintain the relationships of the mentees that they met while participating in DMD 2008. As a result, a number of mentees have gained a new mentor, internship or even a job opportunity. Below are snapshots of DMD activities that resulted in future employment for mentees:

**“One of our new partners that participated in DMD this year, Ethnic Dance Expressions, had such a good experience with their mentee, that they contacted me afterwards to discuss summer internship possibilities.** The student will be paid for the month of June and part of July by helping her mentor work at the dance studio, and prepare for their annual show. I am definitely happy that she will be able to explore a career she is seriously considering, and that I now have a new, active employer partner, who already understands what we are trying to do for our students, by providing these career exploration opportunities.” **(Alachua County DMD Community Liaison)**

**“We had 1 person employed** from the event.” **(Volusia/Flagler County(s) DMD Community Liaison)**

**“We have a young mentee working at Home Depot** that has been working at the store we visit each year for DMD activities and he has been promoted after almost two years of employment...it all started with DMD!” **(Palm Beach County DMD Community Liaison Rose Lee Archer)**

**“After meeting their mentee and having such a positive experience with her** during DMD, Williston Rehabilitation and Nursing Center spoke highly of her. At the end of the day, the director offered her an internship for the upcoming summer. She was also told that if she graduates Williston High School and the CNA

program in Williston, the Rehabilitation Center would hire her should she desire to work there.” **(Levy County DMD Community Liaison)**

**“In the past, I have had two students that were employed because of DMD** and went from entry level positions to management positions in both cases. I was so excited for them and it truly was because of their DMD experiences. Neither of them had any idea that they wanted to work in the healthcare field until they tried it. Both of them have moved out of our community now and from what I understand, when they left they had plans to remain in the healthcare field.” **(Madison County DMD Community Liaison)**

**“DMD is a truly unique program** that allows companies to actively engage in two issues affecting citizens today: Corporate Social Responsibility and Positive Employment Initiatives. Education and exposure are keys to overcoming the biases that still exist today toward people with disabilities.” **(Wakulla County DMD Community Liaison Susan Belford)**

#### Publix Super Markets, Inc. Participation

For the second year, in an effort to continue the growth of the DMD program, Publix Super Markets, Inc. joined with Florida Community Liaisons for DMD activities. **Thirty-five percent** of all survey respondents reported a local partnership with Publix Super Markets. Many of these liaisons reported that Publix Super Markets, Inc. hosted mentees for DMD and/or donated food for a kick-off event, lunch, or awards ceremony. Below is a glimpse into the perspective from one of Florida Disability Mentoring Day’s glowing employer partners:

**"As an employer who is committed to providing gainful employment to people with disabilities, Publix Supermarkets offer more than just jobs to our associates – we offer career opportunities.** We have associates with disabilities who have been employed with Publix for more than 10 years – the secret to our success? On the job training! Our associates with disabilities are able to receive the necessary training to allow them to move into different positions within our company. We are able to recruit these individuals on their own as part of the relationships we have built with a number of organizations in all the states that we operate to ensure that we are providing opportunities for persons with disabilities. Through these relationships we are able to lower our recruitment costs, because organizations refer applicants with disabilities to us and it helps us with retention as these organizations become more familiar with Publix. They know our expectations and are able to better prepare applicants for a career at Publix. The retail industry has higher turnover than most other industries. We have found that our associates with disabilities tend to be a loyal, committed and dependable part of our workforce." **(Maria Brous, Director of Media and Community Relations, Publix Supermarkets, Inc.)**

#### Darden Restaurants Participation

This was the third year in which the DMD program and Florida Community Liaisons have joined together with Darden Restaurants for DMD. Participating Darden Restaurants included: Olive Garden and Red Lobster. Through this partnership, Darden Restaurants took part in DMD activities by hosting a mentee and/or donating food for DMD kick-off events and activities. As a result of this partnership, **17%** of the Community Liaisons teamed with Darden Restaurants in their local area. Below is a snapshot of one young mentee’s experience following DMD:

**“A culinary arts graduate, who was a 2007 DMD mentee** at Red Lobster Restaurant, was just hired by that restaurant.” **(Miami-Dade County DMD Community Liaison)**

#### Barriers Faced during DMD and Resources Used to Overcome Them

##### *Transportation*

Numerous Community Liaisons **(80%)** reported having transportation challenges with getting mentees to the mentors’ workplace. Solutions to resolve issues with transportation included:

- matching mentees with mentors in close proximity to their homes or schools
- working with parents’ schedules to get the students to and from the workplaces
- working with service providers who have vans or buses used to transport consumers
- through in-kind donations or sponsorships, local transportation providers were also recruited to supply transportation services for mentees (bus, taxi, etc.)
- work with school board to secure transportation through school bus transportation departments
- instead of sending mentees out, invite mentors into the school or agency for workshops, presentations, career fairs

- use sponsorship dollars to pay for transportation
- provide group shadowing of industries which will minimize the need for transportation of individuals

### Recommendations for Future Improvements

Community Liaisons shared the desire to direct more attention to effectively partner mentor and mentee with their individual expectations and interests. Community Liaisons also felt a strong need to begin recruitment efforts earlier in the school year to ensure favorable pairings with mentees and mentors; not only did the suggested recruitment efforts include student and jobseekers mentees, but assistance in promoting the recruitment of additional committee members and employer mentors. Many coordinators expressed the desire to have more time to connect with state and national sponsors, requesting earlier notice and a contact person at each employer be provided. Some assistance was requested in providing the most current information about disability disclosure (to employers) and about issues with using the term “disability” in event titles. One recommendation was to develop a Q/A fact sheet for employers who are new to the program.

Liaisons also expressed the need for the promotional materials be non-date specific and offer a place where their local contact information can be placed, so that participants can have access to the local coordinator’s information and that the date of the event can fit better into the community calendar, and not necessarily be held on the 3<sup>rd</sup> Wednesday of the month. Also requested was a list of speakers (Statewide Committee Members or sponsor representatives) who could be invited to speak at DMD events around the state. Also recommended was for the statewide committee to offer committees the opportunity to order DMD “giveaways” such as t-shirts, pens, stickers, etc. as incentives and rewards for event participation. Television and radio ads were recommended for the 2009 promotion of DMD activities. Finally, liaisons expressed the desire to learn more about local fundraising and pitching to local press.

### DMD 2008 Publicity and Promotions

As an in-kind sponsorship, The Able Trust donated the services of its public relations firm, Moore Consulting, Inc., to organize promotional activities, media relations and event planning support for Disability Mentoring Day. For copies of DMD 2008 promotional materials or publicity, please write to [info@abletrust.org](mailto:info@abletrust.org).

*Press /Media Relations* Leading up to Disability Mentoring Day, news releases were created and distributed to statewide media announcing the 2008 DMD and the opportunity for youth/ job seekers with disabilities and businesses to participate in DMD.

#### *Local Media Activities*

The Able Trust and Moore Consulting, Inc. worked with local coordinators in several cities participating in DMD to assist with media relations. Using information provided by these coordinators, advisories were sent to local media to announce DMD activities in their community. Moore Consulting, Inc. also offered counsel and media relations information to the local coordinators who were pitching their own news releases about DMD.

#### *DMD Promotional Materials*

The Able Trust worked with the statewide committee to develop promotional materials that were not only made available to local Community Liaisons free of charge; but, were also used to recruit mentors and mentees. All of these materials were also available in alternative formats. The following materials were created to promote this year’s event:

- Website
- DMD general information brochure
- DMD Fact Sheet
- DMD mentor recruitment brochure; DMD mentee recruitment brochure
- DMD save the date card
- DMD mentee/ mentor recruitment letter
- DMD promotional video
- AAPD DMD posters
- Florida DMD Posters
- Florida DMD Kickoff Posters
- DMD proclamation signed by Governor Charlie Crist
- DMD mentor, mentee, and community liaison recognition certificates signed by Governor Charlie Crist and Honorary Chair of DMD 2008, Harris Rosen, President of Rosen Hotels and Resorts
- DMD Recruitment PowerPoint Presentation

## National/ Statewide Kick-off Celebration

This year, the Florida DMD Statewide Planning Committee hosted the second annual 2008 DMD Statewide Kick-off Ceremony & Career Fair. The event took place on October 2, 2008, at the Rosen Centre Hotel in Orlando. The event welcomed over 500 high school and college students with disabilities, as well as nationally acclaimed keynote speakers **Paralympics' Gold Medalist Randy Snow, Hotelier Harris Rosen, and Jeannie Amendola of Walt Disney World, Co.**

With the help of **Honorary Chairman Harris Rosen**, The Able Trust and the Florida Statewide Planning Committee welcomed more than **500** high school and college students and job seekers with disabilities to the kick-off celebration. The event also featured more than 20 state and national employers including: Lockheed Martin; IBM; SunTrust Bank; Publix Super Markets, Inc.; and the US Social Security Administration to name a few. The event featured a keynote breakfast and a keynote luncheon; career fair; and informative workshops and hands-on resume and interview reviews. The 2008 DMD career fair was a daylong event that offered both morning and afternoon workshops geared toward high school and college students with disabilities. The event was free to all participants who pre-registered.

Sponsors for this event included: **Major sponsors** – The Able Trust; Vocational Rehabilitation, Florida Department of Education; AAPD; Publix; and the Rosen Centre Hotel. **Gold sponsors** – MV Transportation; Amerigroup Community Care; Volunteer Florida; Anheuser Busch Companies; HR Florida State Council. **Silver sponsors** – IARP; Walt Disney World Co.; Welocalize; TMS Management Group; Family Network on Disabilities of Florida. **Bronze sponsors** – Good Wheels Transportation; Capital City Consulting, LLC; Capital City Bank; Congo River Golf; Florida Association of Health Plans, Inc.; ADAAG Consulting Services; Tallahassee Memorial Healthcare. **DMD Friends** – Florida Alliance for Assistive Services & Technology; Governor's Commission on Disabilities; F.I.R.E. Florida Institute for Rehabilitation Education for People who are Visually Impaired or Blind; The Florida Mentoring Partnership; Mears Transportation; Agency for Persons with Disabilities; Commission for Transportation Disadvantaged; Clear Channel Radio; The Advocacy Center for Persons with Disabilities, Inc.; Board of Governors State University System of Florida; Amy Albee; and Sheila Gritz.

## Fundraising Efforts

Fundraising efforts were led by Susanne Homant, CEO of The Able Trust, and Dr. JR Harding of the Division of Vocational Rehabilitation, who notably secured sponsorship dollars for this year's DMD kick-off celebration and event activities. In addition, the Able Trust donated additional dollars and in-kind support to cover the remaining expenses not covered by the sponsorship dollars. Through the partnership of Darden Restaurants and Publix Super Markets, Inc. the Florida DMD statewide committee had the opportunity to utilize donations and these partnerships to assist Community Liaisons with local DMD event activities.

## Conclusion

With more than **3,000** mentees and mentors participating in this year's DMD, the Florida DMD continues to grow to impact Floridians with disabilities. As a result of The Able Trust's continued efforts to implement the top-down structure of a statewide committee, Community Liaisons were able to successfully implement DMD activities more independently. The Able Trust and Florida DMD Statewide Planning Committee will continue to seek new ways to enhance DMD activities in order to reach more individuals with disabilities and to successfully impact more communities in 2009.



# Disability Mentoring Day October 15, 2008

## Communications Report

*Compiled & Submitted by:*

**Sally Ash, ATR-BC**

Florida High School/High Tech Assistant Program Manager



Because People Want to Work

## Introduction

To support publicity efforts for DMD 2008, The Able Trust provided the in-kind support of its public relations agency of record, Moore Consulting, Inc., who aided in the promotion of Disability Mentoring Day and the promotion of the Disability Mentoring Day Kick-off Celebration & Career Fair. As a result of combined publicity efforts, more than **52** Florida media spots highlighted this year's Disability Employment Awareness Month activities. Some of these publications included the **Tallahassee Democrat, the Orlando Sentinel and the South Florida Sun-Sentinel.**

## Community Liaison Recruitment

In an effort to increase the number of Community Liaisons throughout the state, The Able Trust and the DMD statewide committee members identified various counties and cities that were in need of Community Liaisons to coordinate DMD activities and mentor to mentee matches. For example, the DMD gap included Polk County. As a result of the combined efforts of committee members, nearly **60** students and job seekers in Polk County were paired with mentors by a community liaison from this county!

## Kick Off Celebration Promotions and Publicity

Moore Consulting, Inc. drafted press materials, including media advisories and news releases, announcing the Florida DMD Kickoff & Career Fair.

## Disability Mentoring Day Promotions and Publicity

In preparation for the day, Moore Consulting worked with Community Liaisons throughout Florida to gain media coverage in these cities. In addition, a *Public Relations Toolkit* was shared among Community Liaisons statewide to aid them in gaining local media coverage for their local DMD activities. The *Public Relations Toolkit* provided Community Liaisons with "Tips on Working with the Media," sample media alerts, news releases, a guide to planning a kick-off celebration and other public relations resources. Community Liaisons were able to readily access the DMD *Public Relations Toolkit* and other sample press materials through the Florida DMD website- sponsored by The Able Trust. ([www.floridadmd.org](http://www.floridadmd.org)) As a result of the hard work of Community Liaisons, Moore Consulting and The Able Trust, news coverage was obtained from the following media outlets.

### **Newspapers**

Fort Myers News Press  
Miami Herald  
Tallahassee Democrat  
Pensacola News Journal  
Lake City Reporter  
South Florida Sun Sentinel (Fort Lauderdale)  
Winter Haven NewsChief  
Lake City Journal  
Jacksonville Financial News and Daily Record  
Orlando Sentinel  
Tampa Tribune

### **Television**

Beacon Television, Broward County  
USF University Beat, Tampa, "AccessiBULL"

### **Radio**

Jacksonville Market Public Service Announcement, Broad Based Communications

### **Newsletters**

ILRC Jacksonville October Newsletter  
Panhandle High School/High Tech October Newsletter  
Hillsborough Community College October Newsletter  
Tampa General Hospital Staff Newsletter – Fall 2008  
Center for Independent Living of South Florida Newsletter – Fall 2008

## Conclusion

This year's DMD communications and promotional activities produced successful results. Due to the diligent efforts of Community Liaisons and statewide committee members, effective promotional activities led to more than **52** media opportunities commemorating 2008 Florida Disability Employment Awareness Month activities.



Disability Mentoring Day  
October 15, 2008

Employer Partners Summary

*Compiled & Submitted by:*

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Florida High School/High Tech Assistant Program Manager



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## Employer Partners Summary

- **Publix** was involved in 13 counties at nearly 40 store locations statewide!
- **Walmart** was involved in 7 counties at more than 10 locations statewide!
- **SunTrust Bank** was involved in DMD activities in 5 counties.
- **InterContinental Hotels Group (IHG)** participated in DMD in 6 counties.
- **Darden Restaurants** (Red Lobster and Olive Garden) were involved in 5 counties.
- **CVS Pharmacies, Florida Fish & Wildlife Conservation Commission, and AmeriGroup** were involved in various counties.
- **The State University System of Florida** was a key player and was involved across the state on the following campuses in these departments:
  - *Santa Fe College, Information Technology Department & Teaching Zoo*
  - *University of Florida Mechanical and Aerospace Engineering Department, Health Science Center/Information Technology Dept., Police Department, & Okaloosa County Agriculture Extension*
  - *Shands UF Healthcare, Internal Medicine Department, AGH Heart Care Center, Radiology Department, & Rehab Hospital*
  - *Sheridan Tech Center*
  - *Atlantic Tech*
  - *First Coast Technical College*
  - *Hillsborough Community College, Ybor and Brandon Campuses*
  - *University of South Florida, Special Education Department, Rehab Engineering Dept. & Campus Radio "University Beat"*
  - *Tallahassee Community College*
  - *FAMU, Department of Horticulture and the School of Architecture*
  - *Florida State University, College of Fine Arts & the Collegiate Athletic Training Program*
  - *University of Miami, School of Medicine, Department of Pediatrics*
  - *NorthWest Florida State College*
  - *West Florida AHEC*
  - *University of Central Florida*
  - *St. Petersburg College*
  - *Polk Community College, Information Technology Department*
  - *Daytona State College*

## Summary of Career Clusters Matched

<b>34%</b>	Retail
<b>15%</b>	Government Jobs
<b>10%</b>	Healthcare
<b>9%</b>	Education
<b>9%</b>	Nonprofit Sector
<b>7%</b>	Technology
<b>6%</b>	Hospitality
<b>3%</b>	Media & Communications
<b>2%</b>	Law
<b>2%</b>	Banking/Finance
<b>1%</b>	Arts
<b>1%</b>	City Works (Utilities, etc.)
<b>1%</b>	Other

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